

ABSTRACT OF THE DISCLOSURE

An image is reproduced on a transparent carrier and a film incorporating a photoluminescent product is applied to the carrier, either on the same side as the printed image or on the other. A filter in the form of a film allowing the effects of the color of the photoluminescent material to be moderated is inserted between the carrier and the film. The filter is a translucent material that desaturates the color of the luminescent layer by way of its light scattering capability. Light which passes through the filter is scattered uniformly thereby giving rise to a white haze, is then reflected off of the luminescent layer and then passes through filter again on its way to the eye of the viewer. Different sequences and combinations of the various layers are possible.